

62.57

fischer

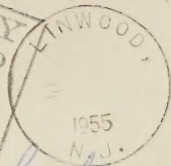
GREENHOUSES
LINWOOD, NEW JERSEY



"LYON'S PINK CLOUD"

1955

LIBRARY
RECEIVED
★ APR 6 - 1955 ★
U. S. Department of Agriculture



Mr. Foster E. Mohrhardt

Library, U. S. Dept. of Agriculture
Washington 25, D. C.

America's Finest **African Violets** ...

Postmaster: If addressee has moved and new address is known, notify sender on form 3547, Postage for which is provided.

*America's
finest..*

FROM **fischer**

African Violets

Growing 100,000 Violets Annually!

DOUBLES

Beautiful bouquets of long-lasting blossoms.

- ★ **LYON'S PINK CLOUD**—richly colored, giant double pink blossoms on sturdy stems—prolific bloomer and very rapid grower.. "The Plant of '55" .. supply very limited, only.....\$2.50
- ★ **REGENCY**—giant purple flowers, fully double and slightly frilled, supreme-type foliage.....\$2.50
- PANDORA**—a delicate light blue double, frilled petals\$2.00
- IMP. DARK BLUE DB. FRINGETTE**—double flowers slightly smaller than Regency.....\$1.50
- ALMA WRIGHT**—our lovely double white—a delicate grower\$1.50

Each petal of these double flowers has a white edge—these are hybrids between white-edged Genevas and bouquet type doubles.

- ★ **SPARKLING BURGUNDY**—a lively reddish-blue double with white edge.....\$2.50
- ★ **POWDER PUFF**—fully double flowers are medium dark blue, with white edge .. a neat and uniform grower.....\$2.50
- EDNA FISCHER**—lovely plum shade double, white edge blending into color—foliage red-ened below.....\$2.00
- SILVER LINING**—medium double blue with white edge—good summer keeper.....\$2.00

Lovely single blossoms, white-edged and frilled ... among our finest varieties.

- ECLIPSE**—red lavender flowers.....\$1.50
- WHITE CAPS**—blue flowers, sprightly and delicate habit\$1.50
- SILHOUETTE**—free blooming and vigorous dark blue, white tinted and frilled edge.....\$1.50
- ★ **LAVENDER SILHOUETTE**—a blue lavender, with all the good features of Silhouette.....\$2.00

Giant fringed blossoms in a delightful array of new colors—wonderfully profuse flowering habit, with nice soft foliage—outstanding introductions.

- ★ **RAPTURE**—a giant red-lavender.....\$2.00
- ★ **HARMONY**—a large delicate mauve.....\$2.00
- ★ **HAPPINESS**—a light velvety purple.....\$2.00
- ★ **ATTRACTION**—a rich mauve.....\$2.00
- ★ **LOVELINESS**—an exceptional blue-lavender.....\$2.00

PASTEL FRILLS

- ★ **PINK FRINGETTE**—long awaited member of our series of frilled violets, a bright and lively pink, fine flowers and dark foliage, only.....\$2.50
- BLUE REFLECTION**—a beautiful light blue.....\$1.50
- STARGLOW**—a sparkling white fringed flower \$1.50
- CHRISTMAS STAR**—striking blue center on white, fringed field.....\$1.50

Sprightly blossoms, borne in profusion and standing erectly above attractive foliage—easy bloomers.

- FANCY FRANCES**—wonderful dark blue, girl foliage\$1.50
- ★ **SUNDOWNE**—bright "reddish" member of series—girl foliage.....\$1.50
- ★ **BOUNTIFUL**—heavy blooming, light lavender \$2.00

Giant flowering singles, famous for their bright colors, profusion of bloom and soft foliage.

- BLUE BEAU**—dark blue, deep green foliage..\$1.00
- BLUE BELLE**—light blue, wonderful bloomer..\$1.00
- CONFEDERATE BEAUTY**—deep velvety blue..\$1.50
- ★ **RIVIERA**—light blue, glossy foliage.....\$1.00
- SEASHELL**—light mauve, full of huge flowers..\$1.50
- ★ **MAJESTIC**—red lavender, good bloomer.....\$1.00

Distinctly different varieties—especially for collectors.

- BLUE BUTTERCUP**—light blue cup-shaped flowers, girl foliage.....\$1.50
- ★ **TINKER BELLE**—red lavender Geneva, with the best white edge we have ever seen.....\$1.50
- BLUE CLOUDS**—large flowers, light blue mottling on white field.....\$1.50
- WHITE SURPRISE**—single, semi double and double flowers blooming together.....\$1.50

Our recommendations for people just starting to grow violets.

- BLUE BELLE**—good blue single.....\$1.00
- SILHOUETTE**—handsome blue fringed.....\$1.50
- PINK CHEER**—good single pink.....\$1.25
- SNOW PRINCE**—large flowered white.....\$1.25
- BLUE BUTTERCUP**—excellent novelty.....\$1.50
- DK. BLUE DB. FRINGETTE**—good double blue \$1.50

Pansy-Like Varieties

JERSEY GIANTS

NOVELTIES

Especially for Beginners

DOUBLE GENEVAS

FRINGED GENEVAS

The Hybrid "RUFFLED GIANTS"

★ **New Introductions for 1955. See center spread for life size color illustrations of many varieties.**

SPECIAL OFFERS

YOU WILL SAVE MONEY IF YOU TAKE ADVANTAGE OF THE EXCELLENT DISCOUNTS LISTED BELOW.

Any \$4.00 Selection **Only \$3.75**

Any \$6.00 Selection **Only \$5.50**

Any \$7.50 Selection **Only \$6.75**

Any \$10.00 Selection **Only \$8.75**

Any \$15.00 Selection **Only \$12.75**

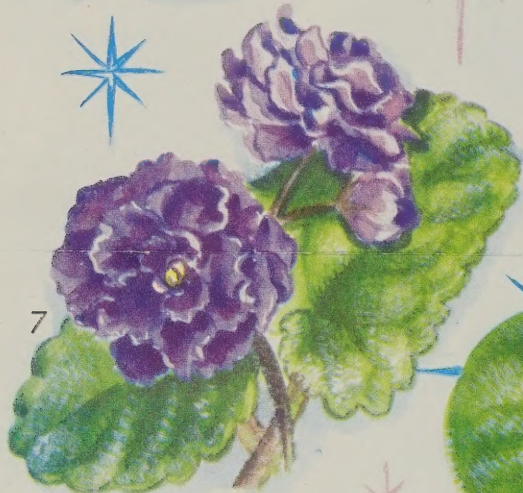
Any \$20.00 Selection **Only \$16.00**

Any \$25.00 Selection **Only \$19.00**

All Plants in Color Spread—Regular Value \$40.00 **Only \$29.75**



WHITE SURPRISE





Plants in This Picture

- | | |
|-------------------------|---------------------------------|
| 1. ECLIPSE | 13. BLUE BUTTERCUP |
| 2. SEA SHELL | 14. CHRISTMAS STAR |
| 3. TINKER BELLE | 15. FISCHER'S
PINK FRINGETTE |
| 4. STARGLOW | 16. BLUE REFLECTION
IMPROVED |
| 5. PANDORA | 17. LAVENDER
SILHOUETTE |
| 6. RAPTURE | 18. SPARKLING
BURGUNDY |
| 7. REGENCY | 19. HARMONY |
| 8. LYON'S
PINK CLOUD | 20. SUNDOWNE |
| 9. SILHOUETTE | 21. RIVIERA |
| 10. EDNA FISCHER | 22. POWDER PUFF |

FISCHER'S FIVE STAR AFRICAN VIOLET SOIL



- ★ STEAM STERILIZED FOR CERTAIN SANITATION.
- ★ HIGH ORGANIC CONTENT — GOOD DRAINAGE.
- ★ PROPER FERTILIZER LEVEL FOR REPOTTING.
- ★ READY FOR USE WITHOUT FURTHER MIXING.
- ★ GOOD FOR MOST ALL HOUSE PLANTS.

A bag containing over 2 lbs. (enough for about 10, 2 1/4" pots or 5, 3" pots) 60¢—Giant Economy Bag 5 lbs. only \$1.00.

Mailing—on 2 lb. bag 30¢ (60¢ West of Miss.)
on 5 lb. bag 40¢ (80¢ West of Miss.)

Satisfaction Guaranteed . . .

Our improved packing methods, and the use of good insulators in cool weather, virtually assures safe arrival. We have satisfied customers in 48 states, Hawaii, Alaska, Canada, England, Central and South America. In case of loss or damage of plants, notify us immediately. We will replace without charge. YOUR SATISFACTION IS GUARANTEED!

Visitors Welcome . . .

We send wonderful plants through the mail, but there is nothing like seeing for yourself the thousands and thousands of plants that we grow. We welcome your visit, and the greenhouses are open daily, including Sunday to 5 P.M. We have, of course, many varieties that we can't list in our folder . . . There is a treat in store for you at the greenhouses!

WHEN ORDERING BY MAIL—

All shipments will be made by parcel post unless you request otherwise. Generally shipping season begins in mid-April and continues through mid-November, depending on the weather.

Please send money order or check with orders. No COD. We pay postage on orders of \$6.00 or more. Please add 50¢ to help defray mailing expenses on smaller orders.

SPECIAL DELIVERY—add 45¢

AIR PARCEL POST (domestic)—add 50¢ per plant over regular delivery charges.

Growing Violets is Easy . . . and Fun

It's easy to grow good violets, with fine healthy leaves and plenty of blooms if you just give a little attention to some of the needs of the plant. Below we have listed some of the points that we watch closely in the greenhouse, and we feel that they are the main things that you should watch in the home.

LIGHT—"More light will generally bring a shy bloomer into flower". This rule of thumb holds pretty well, and we find that most people don't give their plants enough light to keep them in the top of flowering condition. Violets can stand some direct sunshine, though too much light will cause a "yellowing" or sunburn of the leaves. Try to pick the brightest window of your house, and then provide a little shade (curtain, etc.) when the sunshine becomes too intense. Many people now grow violets under fluorescent light, and "warm white" tubes seem most satisfactory. Experiment with fluorescent lighting, you'll be amazed at how well violets (and many other plants) will grow.

HUMIDITY—Violets like a high humidity. This is difficult to provide in most homes. Bottom watering helps, but since humidity is most always a problem, proper watering becomes especially important.

WATER—Keep plants fairly moist, neither excessively wet or dry. Either extreme can harm plants. If you bottom water (and this is a good method) simply add water to the container underneath the pot, but allow the saucer to dry between waterings. It is a

good idea to top water occasionally (with warm water) to redistribute the fertilizer in the pots.

TEMPERATURE—Violets are a tropical flower and they should have fairly warm temperatures. Try to grow them in the range of 60 to 75 degrees.

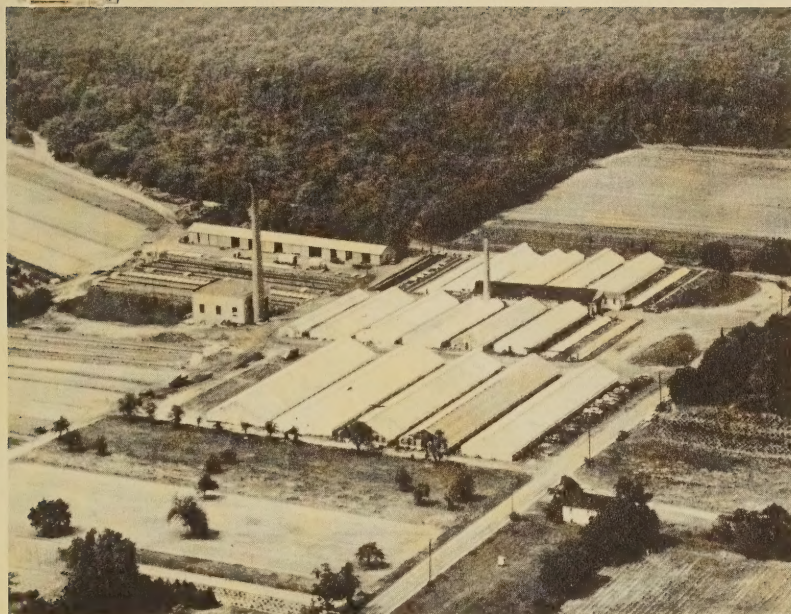
FERTILIZERS—Violets like a soil of medium fertility. If your plants are growing actively use a balanced feed about once a month. Soluble feeds are good, if used according to directions. It is easy to overfeed, however, and if plants look stunted and yellow, you'd better consider that the plant might be suffering from an overdose as well as a shortage of feed.

—Be sure to use a sterile soil, whether your own or purchased. You can sterilize soil by heating to 180F for 30 minutes. A well prepared soil should have good drainage and ample organic matter.

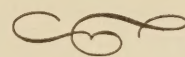
INSECTS AND DISEASES—Prevention is the best cure. Make sure that your plants come from a reliable source, and you can then be pretty sure that they are healthy stock. Use sterile soil for potting. For insect control the rotenone sprays are generally good, while fermate is a good spray to control leaf and crown diseases.

If you use these rules, as guides and make your own experiments to find the best conditions for your particular home, you'll find that your violets will be healthier, more full of blooms and more fun, too.

fischer . GREENHOUSES
LINWOOD NEW JERSEY



Welcome Violet Enthusiast!



We Invite Your Visit to Our
Famous Greenhouses . . .

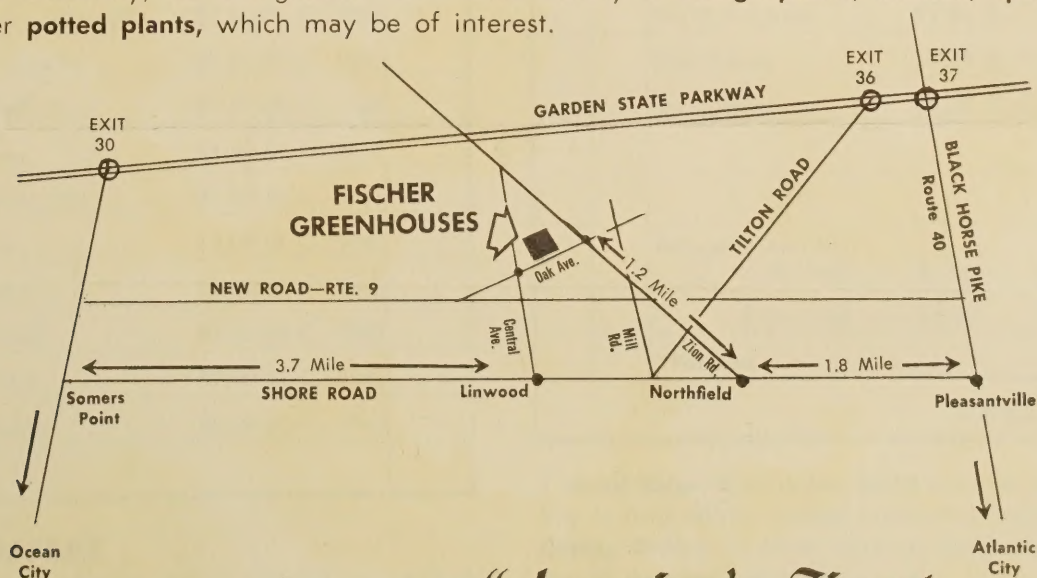
More than 3 Acres Under Glass

Our greenhouses and nurseries are located in Linwood, N. J., just about 10 miles from Atlantic City. We grow over 100,000 violets annually. Our Stock includes many seedling varieties and unnamed plants that we cannot list in our catalogue.

The greenhouses are open daily, including Sunday from 8 to 5 P. M. When in Atlantic City or Southern New Jersey, plan to make a stop at our greenhouses one of your points of pleasure. Friendly and capable sales girls will be happy to show you our stock.

Plan a trip as an individual or come as a group. You will be sure to enjoy the spectacle of thousands and thousands of lovely violets.

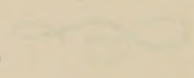
And incidently, we are growers of a wide variety of **foliage plants, Azaleas, Episcias** and other **potted plants**, which may be of interest.



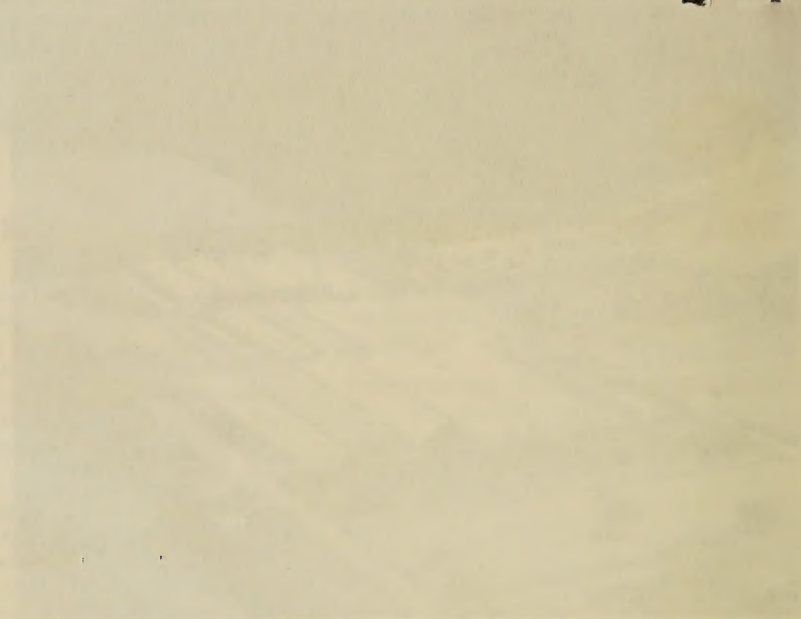
Fischer . GREENHOUSES
LINWOOD NEW JERSEY
TELEPHONES: SOMERS POINT 3412 and 3325

*"America's Finest
African Violets"*

Welcome Visitors



We invite you to our
Famous Greenhouse



View from the Greenhouse

The greenhouse is a large, modern building with a glass roof and walls. It is situated in a beautiful garden with many flowers and plants. The greenhouse is open to the public and is a great place to see the latest in plant breeding.

The greenhouse is open to the public and is a great place to see the latest in plant breeding. It is a very interesting place to visit and is a great place to see the latest in plant breeding.

The greenhouse is open to the public and is a great place to see the latest in plant breeding. It is a very interesting place to visit and is a great place to see the latest in plant breeding.

The greenhouse is open to the public and is a great place to see the latest in plant breeding. It is a very interesting place to visit and is a great place to see the latest in plant breeding.




fischer . GREENHOUSES LINWOOD, NEW JERSEY

Date.....195....

Please send to (name).....

Street, R. D. #.....

Post Office and State.....

When to send?.....

How?

Parcel Post ☐P. P. Special ☐Air P. P. ☐

Other Means.....

The following Items: (ROOTED CUTTINGS AVAILABLE WHERE INDICATED)

QUANTITY		I T E M	AMOUNT
PLANTS	Rooted Cuttings		
	<input checked="" type="checkbox"/>	Lyon's Pink Cloud \$2.50	
		Regency \$2.50 (R. C. 50¢)	
	<input checked="" type="checkbox"/>	Pandora \$2.00	
		Imp. Dark Blue Double Fringette \$1.50 (R. C. 35¢)	
		Alma Wright \$1.50 (R. C. 35¢)	
		Sparkling Burgundy \$2.50 (R. C. 50¢)	
		Powder Puff \$2.50 (R. C. 50¢)	
		Edna Fischer \$2.00 (R. C. 50¢)	
		Silver Lining \$2.00 (R. C. 50¢)	
		Eclipse \$1.50 (R. C. 35¢)	
		White Caps \$1.50 (R. C. 35¢)	
		Silhouette \$1.50 (R. C. 35¢)	
		Lavender Silhouette \$2.00 (R. C. 50¢)	
		Pink Fringette \$2.50 (R. C. 50¢)	
		Blue Reflection \$1.50 (R. C. 35¢)	
		Starglow \$1.50 (R. C. 35¢)	
		Christmas Star \$1.50 (R. C. 35¢)	
		Rapture \$2.00 (R. C. 50¢)	
		Harmony \$2.00 (R. C. 50¢)	
		Happiness \$2.00 (R. C. 50¢)	
		Attraction \$2.00 (R. C. 50¢)	
		Loveliness \$2.00 (R. C. 50¢)	

QUANTITY		I T E M	AMOUNT
PLANTS	Rooted Cuttings		
		Fancy Frances \$1.50 (R. C. 35¢)	
	<input checked="" type="checkbox"/>	Sundowne \$1.50	
		Bountiful \$2.00 (R. C. 50¢)	
		Blue Beau \$1.00 (R. C. 25¢)	
		Blue Belle \$1.00 (R. C. 25¢)	
		Confederate Beauty \$1.50 (R. C. 35¢)	
	<input checked="" type="checkbox"/>	Riviera \$1.00	
		Seashell \$1.50 (R. C. 35¢)	
	<input checked="" type="checkbox"/>	Majestic \$1.00	
		Blue Buttercup \$1.50 (R. C. 35¢)	
	<input checked="" type="checkbox"/>	Tinker Belle \$1.50	
		Blue Clouds \$1.50 (R. C. 35¢)	
		White Surprise \$1.50 (R. C. 35¢)	
		Pink Cheer \$1.25 (R. C. 25¢)	
		Snow Prince \$1.25 (R. C. 25¢)	
		African Violet Soil	
		2 lb. bag.....\$.60	
		5 lb. bag.....\$1.00	
		*Postage	
TOTAL \$			

SPECIAL OFFERS . . .

Any \$4.00 Selection **\$3.75** Any \$15.00 Selection **\$12.75**Any \$6.00 Selection **\$5.50** Any \$20.00 Selection **\$16.00**Any \$7.50 Selection **\$6.75** Any \$25.00 Selection **\$19.00**Any \$10.00 Selection **\$8.75**All Plants in Color Picture—Reg. Value \$40.00 **Only \$29.75**

* **Postal Rates**—Plant orders \$6.00 or more postpaid. Add 50¢ to help defray mailing expenses on smaller orders.

Cutting Orders—\$3.00 or more postpaid, under add 25¢.

Special Delivery—add 45¢.

Air Parcel Post (domestic)—add 50¢ per plant over regular delivery charges.

Soil Postage—On 2 lb. bag 30¢ (60¢ West of Miss.)

Soil Postage—On 5 lb. bag 40¢ (80¢ West of Miss.)

